

All signs point to impact:

Your guide to programmatic
Digital Out-of-Home

verizon^v
media

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A screen for every routine

Today's consumers are going places. And while they're often shuttling between work, the store, the gym, and all points in between with devices in tow, capturing their attention in a meaningful way wherever they are can be challenging for marketers. With so much fragmentation and so many distractions, it takes an omnichannel approach to get your message in front of consumers across multiple touchpoints in their daily journey.

That might explain why out-of-home advertising was the only traditional ad medium to see growth last year (global revenue growing by 4.6% year over year).¹ As marketers look for high impact ad formats that can efficiently reach their target audiences, digital out-of-home advertising, or DOOH, is becoming a major growth driver.

Australia is one of the most developed markets in terms of DOOH. It's one of the only two countries having recorded more than half of OOH sales going into Digital placements and is expected to see further increase in the next few years. The growth is mainly coming from the financial, entertainment, automotive, gaming, travel, retail and technology sectors.

DOOH supply is now available programmatically, blending the precision targeting and ease of programmatic ad buying with the effectiveness of high-impact digital signage at thousands of locations around the world. Read on to find out how to make DOOH work for you.

The value of digital out-of-home:

\$26.2B

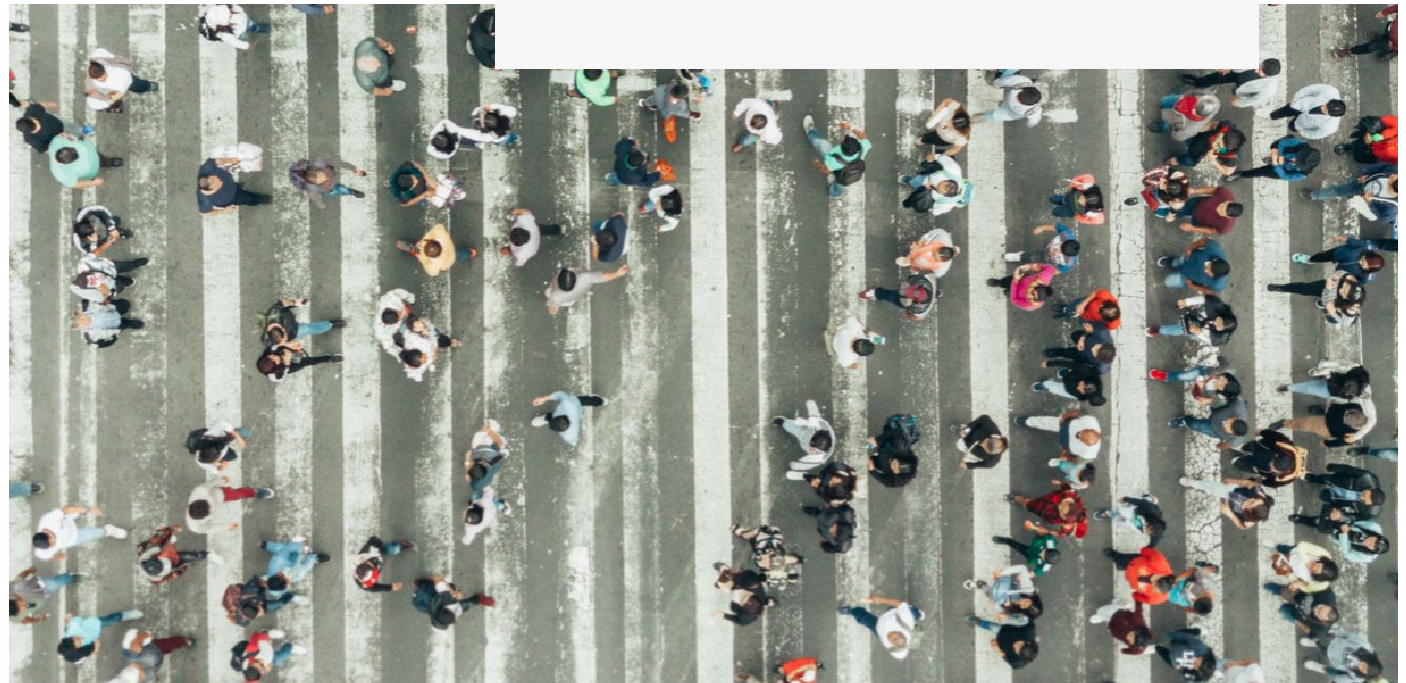
Estimated Global DOOH market value by 2023²

4x

online activity per ad dollar spent compared to other traditional channels³

55%

The share of DOOH sales in Australia⁴



¹Magna, Advertising Forecasts, Dec. 2018

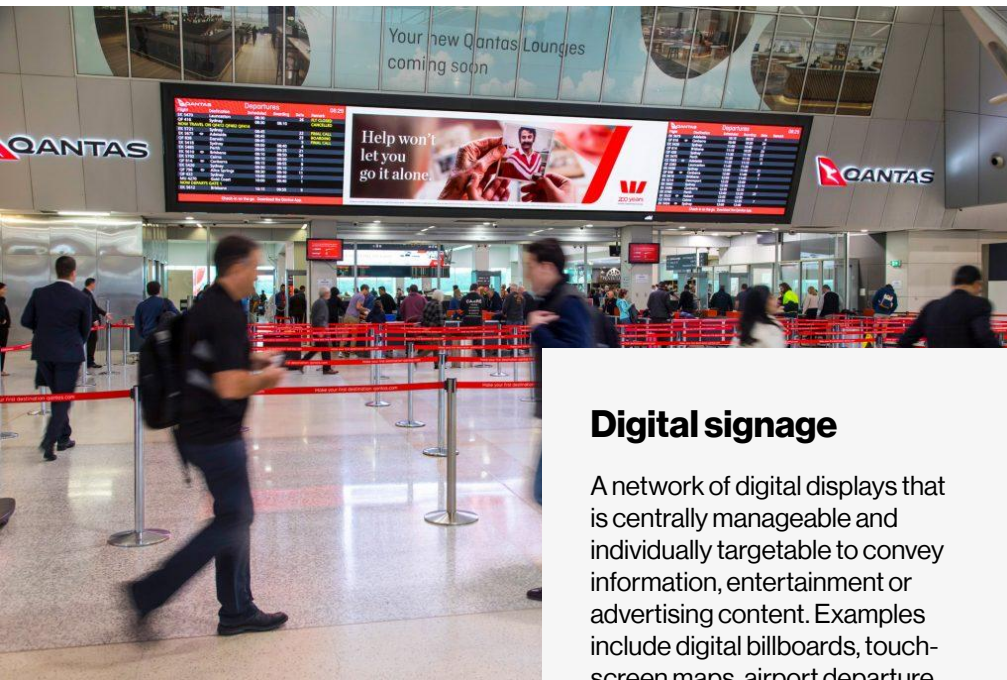
²Research and Markets, DOOH Forecast to 2023, Oct 2017

³Outdoor Advertising Association of America, Nielsen: OOH Most Effective in Driving Online Activity, May 2017

⁴Magna, The State of Out of Home, January 2019

Defining digital and out-of-home advertising

How does DOOH go beyond traditional out-of-home advertising you've seen thousands of times before? With supply growing, let's define some of the terminology to better understand DOOH in all its forms.



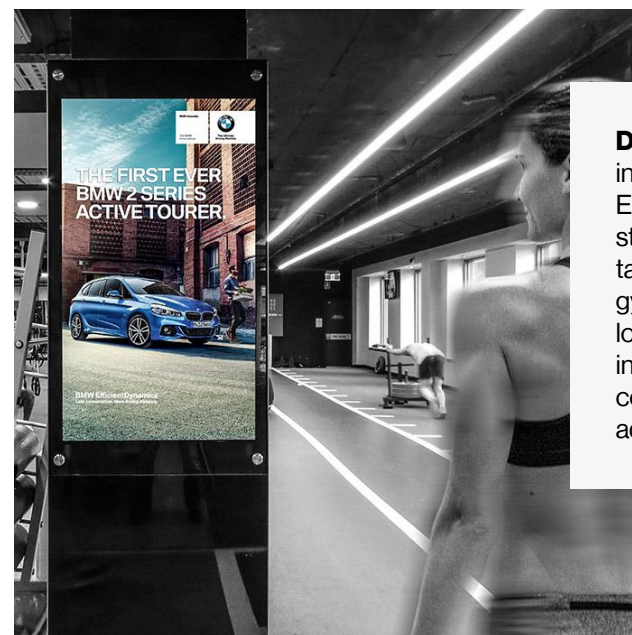
Digital signage

A network of digital displays that is centrally manageable and individually targetable to convey information, entertainment or advertising content. Examples include digital billboards, touch-screen maps, airport departure monitors, or taxi screens

Digital out-of-home (DOOH) advertising

Any digital advertising that is found in a public environment. DOOH ad content can be changed remotely using digital technology. DOOH falls into two main categories

Large-format digital displays found in public areas, typically seen by a varied audience of street-level traffic and pedestrians. Examples include highway billboards, bus shelter displays, and huge digital screens like those found near the Emporium in Melbourne.



Digital place-based media

in destination locations. Examples include petrol stations, airports, inside taxis, retail stores, and gyms. Audiences visit these locations with a specific intention, allowing for more contextually relevant advertising opportunities.



Benefits of programmatic out-of-home

In the early days of digital billboards (2005), advertisers worked directly with digital sign owners and networks to negotiate and place DOOH campaigns. But that's no longer the only option. Verizon Media's DSP was one of the first to offer DOOH inventory programmatically, and is expanding supply through integrations with leading SSPs like Hivestack, Vistar Media, VIOOH and many others. **Here's what you need to know about the benefits of DOOH:**

High-impact format

Capture the attention of your audience in places where they're more likely to be receptive to ads. DOOH allows advertisers to appear on large unmissable billboards and contextually relevant environments.

Real-time creative flexibility

If you want to change a traditional billboard, you need lots of advance planning, a work crew, and a ladder. With DOOH, creative changes can be made remotely at the touch of a button. That means you can literally personalize your message to fit the time of day or the weather. Dynamic creative which best fits the environment and message to the audience.

Unblockable and unskippable

26% of Australians are using ad blocking on their connected devices.¹ That number is even higher among young Australians, with 53% having trialed an adblocker.² DOOH can reach hidden audiences like ad-blockers and cord cutters in ways that other digital media formats can't.

Omnichannel Connections

Bringing DOOH into the fray of true Omnichannel, consumer experience based activation. No longer does DOOH sit separately to the consumer journey, through programmatic, everything is connected. Just like with all programmatic media, DSP buyers can tap into global supply. No more individual negotiation and paperwork with screen owners - you plan and set the targeting and audience parameters in the DSP. Add to this new solutions for measurement and effectiveness, and the appeal of programmatic DOOH is obvious when targeting across multiple channels to the same audience.

Contextual relevance

Forget hoping your ideal consumer drives by on the interstate. Verizon Media's DOOH planner allows you to target location down to a street corner. Place-based screens also allow marketers to reach consumers at the exact right moment, like serving them QSR ads on a food court screen or budget laptop promos on a university campus.

¹IAB Digital Fact Pack: Ad Tech Sydney 2018, Mar 2018

²IAB Ad Blocking - The Consumers Perspective - Wave 3, Dec 2017

Planning and targeting

Enhanced targeting. Fewer wasted impressions. At Verizon Media, DOOH Targeting starts with our unique DOOH Campaign Planner tool. And since you no longer have to negotiate with screen owners, your options are more expanded than ever:

- ✓ **Location**
(from country down to POI proximity)
- ✓ **SSP**
- ✓ **Screen Owner**
- ✓ **Location type**
(such as indoor, outdoor)
- ✓ **Venue type**
(including mall, doctors office, taxi)
- ✓ **Demographic-based**
- ✓ **Screen resolution**

Verizon Media advertisers can layer on more additional targeting:



Day parting

Target audiences based on time of day or day of week. Run different creative for different dayparts for a more personalized message

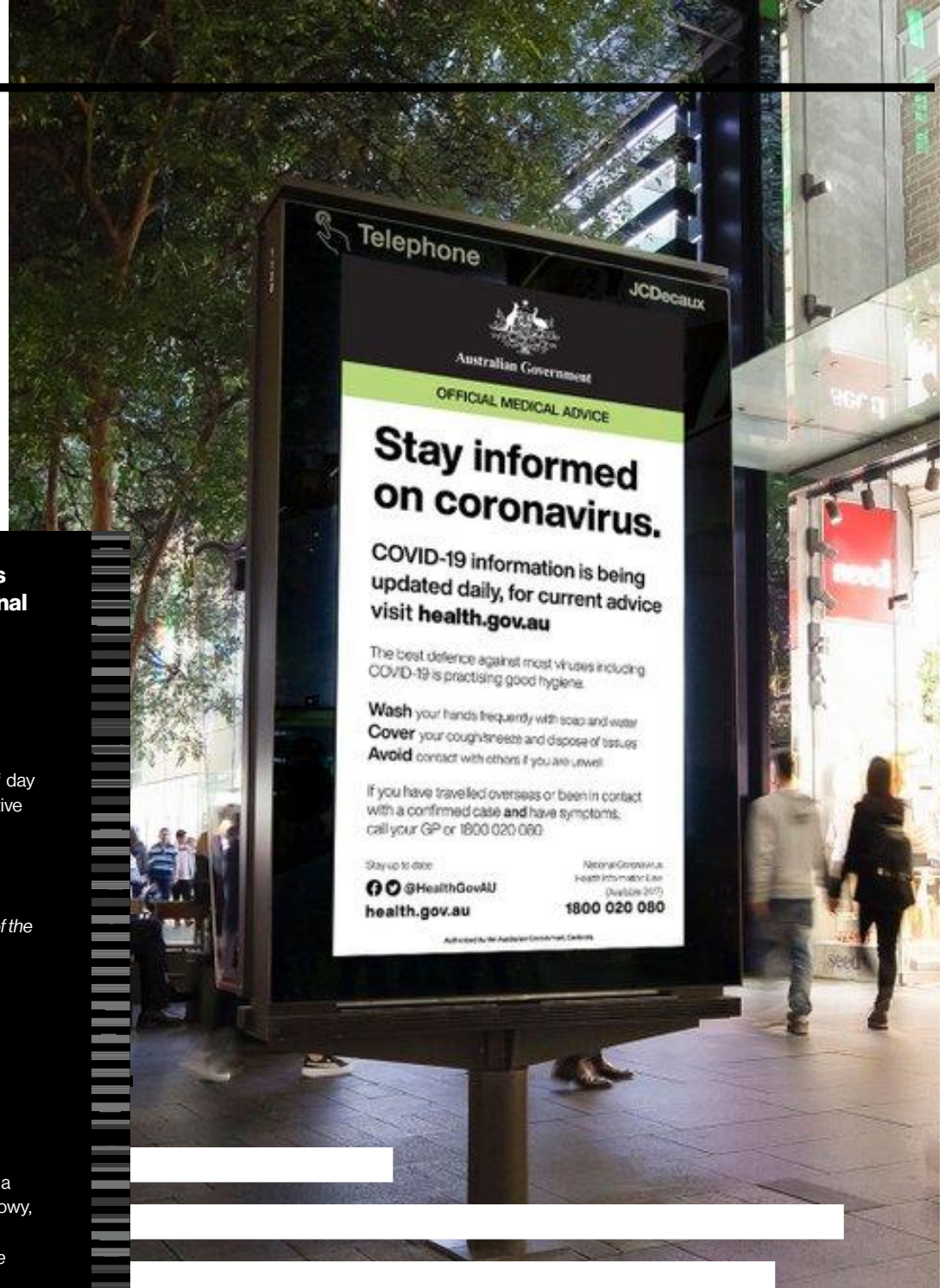
Example: Italian restaurant offers 2 for 1 entrees on Wednesdays - use dayparting to drum up awareness of the weekly special and drive foot traffic.



Weather targeting

Target based on the current or forecast weather conditions at the targeted screen location. Choose a general condition (sunny, rainy, snowy, etc.) or set a temperature range.

Example: Airline targets Fiji fare sale ads to current rainy locales.



Measurement and attribution

DOOH is a one-to-many ad solution in a world of one-to-one digital formats. Since consumer engagement with DOOH ads goes beyond the standard click or tap, cookies and mobile IDs are used to help track impressions, engagements, and conversions.

That means some new methods and metrics are available to more accurately measure both audience and performance of DOOH ads.

At any given time, a digital screen might be seen by multiple people. To account for this, one play of an ad actually is counted as several impressions using an impression multiplier variable.

Exchanges pass an impression multiplier value through the bid request to signify the audience impression count - or potential number of viewers - for that particular opportunity or request. Methods used to determine impression multipliers include county level census data for the location as well as proprietary survey data.

Understanding impression multipliers:

400,000

(impressions won)

x

2.7

(impressions multiplier passed by exchange)

=

1,080,000

audience impressions

Audience impressions

represent the total number of people who had the opportunity to see the ad, or the total number of times people passing by a DOOH display are likely to notice a message.



Deep Metrics

Post-campaign, third-party vendors and screen owners can typically provide location and survey measurement metrics that can help show its effectiveness. Metrics vary depending on provider, but some of the most common reporting includes:



Ad recall

Estimated number of people likely to remember ads within days of exposure.



Brand lift

Ad's effectiveness in driving a positive feeling in customer perception of the brand.



Foot traffic attribution

Ad's influence on physical visits to a particular location or store.



Store visits

Number of physical store visit that can be attributed to ad exposure.



Purchase intent

Probability that a consumer will purchase a service or product.



Incrementality

Percent difference in visitation rates between exposed and unexposed audience. Also known as incremental lift.



Audience analytics

Reporting on Age, HHI, and location analytics (consumers' most visited places both pre- and post-exposure).

Getting started with DOOH

So what's the process for getting your message up in lights? With many different screen sizes and ad slot durations available depending on venue, individual screen owners will typically share specs so you can email creative to the OOH provider. Although you'll want to confirm with the screen owners, typical creative specs are as follows::

Types of creative

Static Image, Silent Video, Sound-on Video

Typical screen sizes

- Airports: 1920x1080 (16:9 horizontal, 9:16 vertical, HD 1080p)
- Full Motion Billboards: 1692x468 (47:13)
- Bus Shelters: 1080x1920 (9:16 vertical, HD 1080p)
- Gas stations: 1280x960 (4:3, HD), 1920x1080 (16:9 horizontal, HD 1080p)


Video specs

- Durations are typically 15 or 30 seconds
- GIF capabilities via MP4 or MOV at some venues, but some digital billboards on roadways won't allow videos to avoid distracting drivers.

Verizon Media supply partners as of November 2020 include:

SSPs:

VISTAR MEDIA  Hivestack

 Broadsign 

...with more coming on board.

Screen owners:

JCDecaux

QMS

VMO

 SHOPPER MEDIA GROUP

SCENTRE GROUP
Worldwide

 motio

 APN
OUTDOOR

LUMO

MKTG

 CIVIC
OUTDOOR

tonic
HEALTH MEDIA

 goa
get noticed

...and many more.





Integrating DOOH with your strategy

Out of home is widely known as an effective way to build awareness, but marketers are seeing success with other KPIs, especially when DOOH is incorporated into a larger omnichannel campaign strategy.

Increasing website traffic

[Fintech credit card company](#) ran DOOH placements on Firefly close to street level digital signage on taxis and rideshare vehicles to generate awareness and site visits. The ads ran while vehicles were in the financial district of a major city, exposing the brand to over 82,000 unique devices.

Device IDs were then matched to anonymized website visitor data, and those who saw the ad were 2x more likely to visit the site and 3.4x likely to visit more than once.

Drive in-store traffic and sales

[An owner of a digital screen network](#) with locations in shopping centers wanted greater insight into DOOH's impact on in-store traffic and sales compared to static OOH ads. A test was run for a CPG breakfast product in which DOOH creative specifically called out the brand's aisle location in grocery stores. With screens that support full-motion video and audio, the DOOH signs drove a 14.5% sales lift compared to 8% for the static OOH.

Omnichannel campaigns

Now that DSP supply is available programmatically along with other ad formats, it's even easier to manage digital media in one platform across the entire funnel. DOOH can be used for initial awareness and branding, while being served in conjunction with mobile and native placements that support mid- to lower funnel consumer activities. You can then retarget those exposed to DOOH placements to reinforce messaging. In a [Rapport + IPA study](#) shows OOH media improved the effectiveness of other ad channels, with digital and paid search seeing 31% and 80% increases respectively.

**Talk to your
Verizon Media
representative
for more
strategy tips
when adding
DOOH to your
media plan.**

Summary

DOOH represents a unique opportunity for brands with high-impact ads that stand out among today's advertising options. With the benefit of context and location, it's a prime opportunity for marketers to build awareness and consideration as part of an overall omnichannel media plan. Verizon Media's DSP makes DOOH supply from the major screen owners available programmatically so it's easy to add to your media mix.



For more information [contact us](#) and let's start a conversation.